

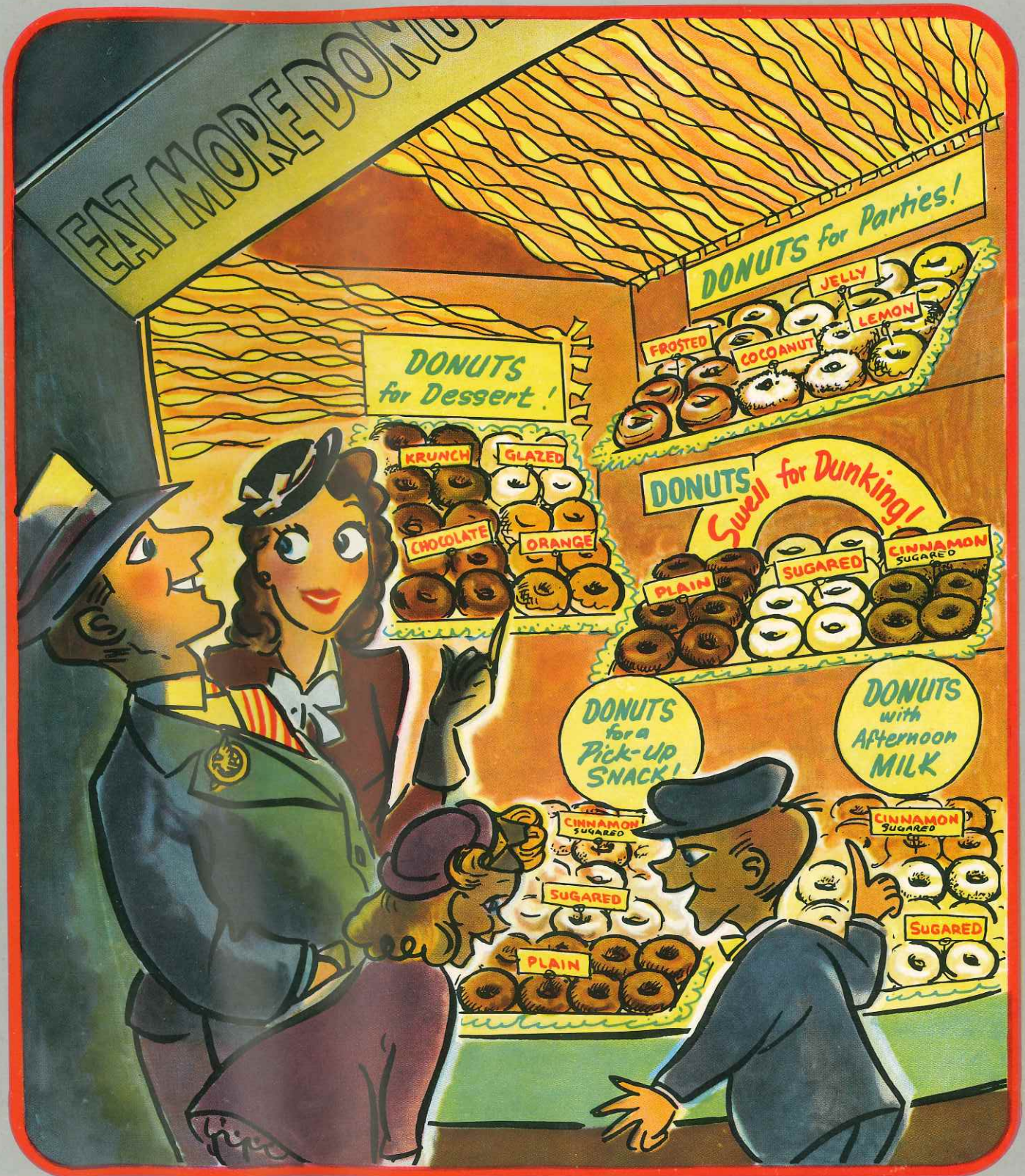
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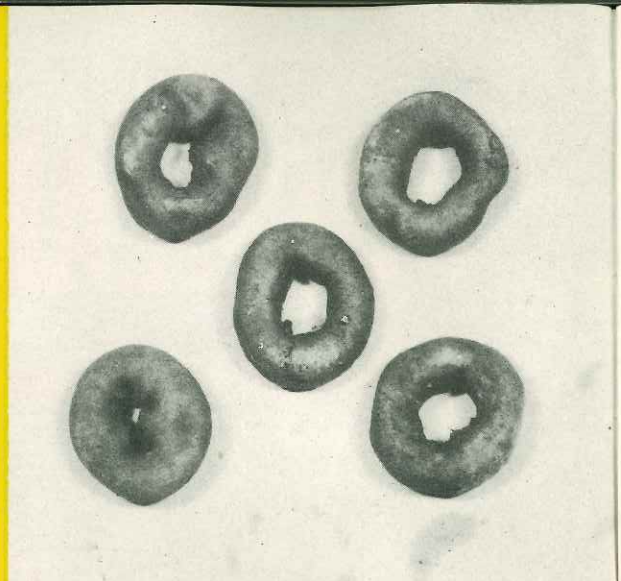
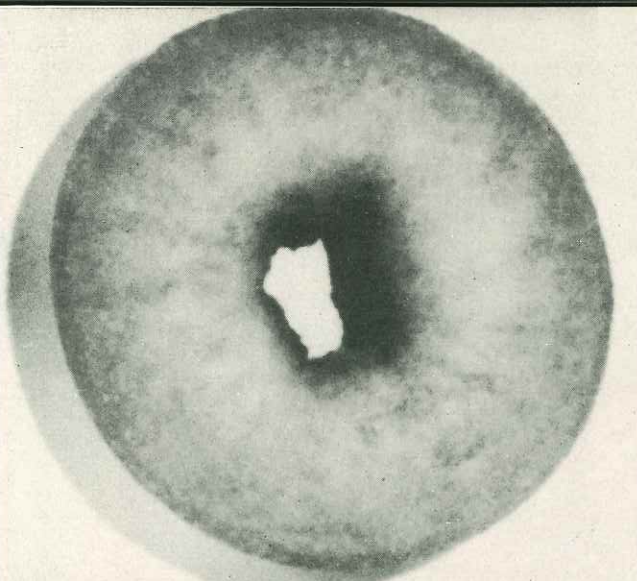
PAPER NO. \_\_\_\_\_

OCT 18 1949

DIVISION 20

# POPULARIZING DONUTS





**WHAT'S A DONUT?** "The round, light, cake-like delicacy . . . with a hole" . . . is how most Americans identify donuts.

**WHAT'S THIS?** Some mistake it for a donut, but this elongated, twisted, fried piece of dough is really a "cruller".

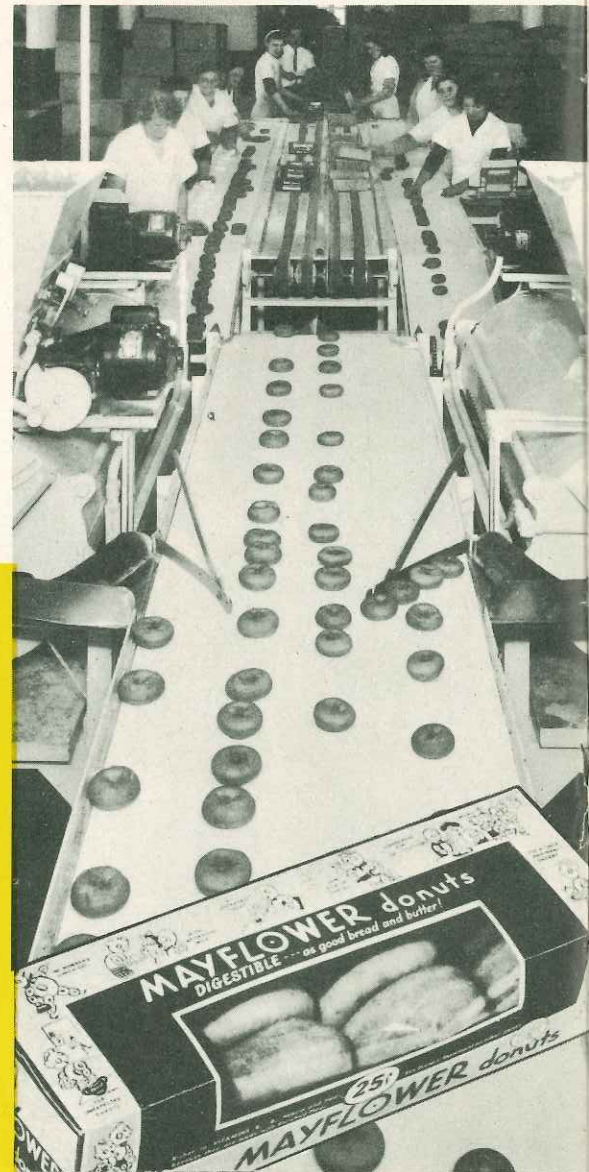
**WHEN DOES A SINKER BECOME A DONUT?** When the tender, well expanded, low fat absorbant donut came, well sugared, out went the sinker.

# "MOST PUBLICIZED FOOD PRODUCT IN AMERICA—"

—was the important tribute recently made to donuts by a prominent advertising publication. This didn't just "happen". It is the fruit of DCA's quarter-century of consistent, aggressive activity in advertising, merchandising and display . . . plus publicity via press, radio, stage and screen. It has made donuts favorably known in every home in the land.

The modern donut had its rebirth right after World War I, when returning Doughboys demanded their beloved, homey donuts as served them at the war front. Since then, on behalf of the baker, DCA has done a successful job in moulding favorable public opinion toward liking and eating more donuts. Results speak for themselves.

These pages give only a brief suggestion of the many channels DCA has employed in popularizing donuts.



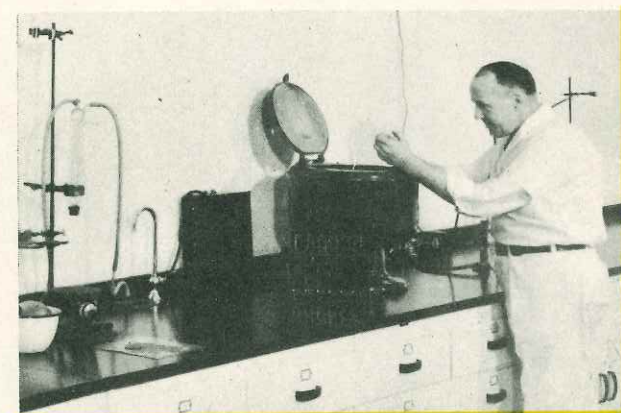
**SYMBOL OF OPTIMISM** (DCA's widely publicized poem) (left). Presidents Coolidge, Hoover, and Roosevelt — and many others — have used the donut as a symbol of optimism: "Keep your eye upon the donut and not upon the hole".

**GIVING 'EM FRESH DONUTS** (right). Developing the right keeping package, plus speeding up their manufacture, has made fresher donuts possible—speeding up the popularizing job.

## POPULARIZING DONUTS

In the early days, DCA's publicity staff faced these 3 big problems: to get people to know "What is a donut?" . . . to overcome prejudice against digestibility of the donut . . . to induce millions of people to sink their teeth into donuts for the first time.

Backed by a research study on the donut's digestibility at Yale University in 1933, and with the help of gigantic, mass, donut-sampling at World's Fair Exhibits and the coast-to-coast Mayflower Shops, millions of people were persuaded to eat donuts. (And they loved them!)



**RESEARCH** to produce more wholesome donuts, employed by DCA for 25 years both in DCA laboratories and by research grants to colleges, has developed much favorable publicity.

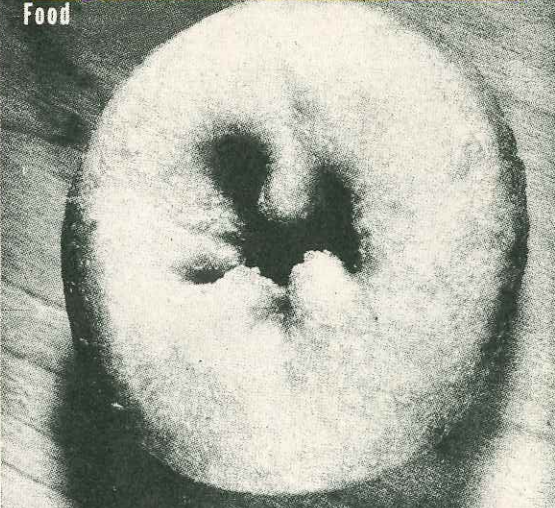


**SAMPLING** of fresh donuts, made before their eyes in thousands of store windows with DCA machines, has developed millions of new donut eaters.



**PARTY** and donuts are growing more popular every year —because of DCA's planned party publicity and constant offer of party booklets, games with donuts for children and adults, etc.

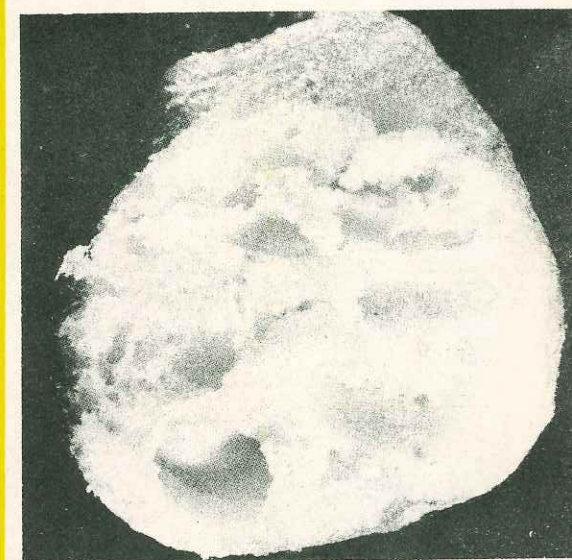
**"POOR MAN'S RICH FOOD"** as designated by LIFE Magazine, lays stress on the economy of the donut . . . a real tribute to the years of DCA's publicity effort to tell America of the importance and place of donuts in the American diet.



The plain doughnut is about 8½ in. in circumference, pleasantly bloated in appearance. Hole in it is entirely functional. It permits more thorough cooking of all dough.

## DOUGHNUT IS THE POOR MAN'S RICH FOOD

The doughnut is more than an American staple. It is a symbol of the richness of American food. Into a doughnut go flour, eggs, sugar, shortening, milk, baking powder, flavoring. These are ingredients of rich pastries. Yet the simple and inexpensive doughnut is as familiar to the breakfast table of humble Americans as coarse black bread is to the table of Balkan peasants.



Doughnut texture magnified 2½ times, as in the cross-section above, shows how light a well-made doughnut can be. Doughnut below is sugar-crested. These are more popular than any other kind. Some 532,000,000 doughnuts are eaten annually in U.S.





# DONUT INSTITUTE

SPONSORED BY DCA



## Conservation Corner

By Nan Brown

### POINTLESS WITH A POINT

"No point, low point" is the newest craze.

It's no parlor game takes place in dining-rooms, kitchens and food stores, and it takes more ingenuity and patriotism than a parlor game. And the stakes are higher. It's the theme of a drive by the War

**RADIO.** Top flight stars, with large listening audiences, have featured donuts on their programs. Jack Benny, Fred Allen, Kate Smith, Rudy Vallee, etc., had friendly words to say over the networks about donuts.

Donut Institute is a publicity organization set up by DCA. It contacts newspapers, magazines, radio people, the movie-makers.

The activities of Donut Institute continue throughout the year. It feeds donut photographs, recipes and stories to

food editors and other departments of newspapers and magazines. Many of the fine feature stories you read in publications . . . a lot of the gags and plugs for donuts you hear over the radio . . . many of the donuts you see in movie sequences . . . were created or inspired by Donut Institute.



Pauline Roog presides at doughnut machine in Times Square's busiest corner shop.

## Doughnut Maker

She keeps 'em rolling at the rate of 80 dozen an hour

A veteran of the doughnut business for 25 years, Pauline Roog knows pretty much all there is to know about her product, including what happens to the dough after it is baked. (The soggy center section is stamped out and left behind in the machine to be re-used.) A native of Shelton, Conn., Pauline attended high school in New York, began what turned out to be her life work at 14 with a part-time after-school job. Now she's a familiar ornament of the huge window in the busiest doughnut shop in the world (in New York's Times Square), which serves a million and a half people a year.

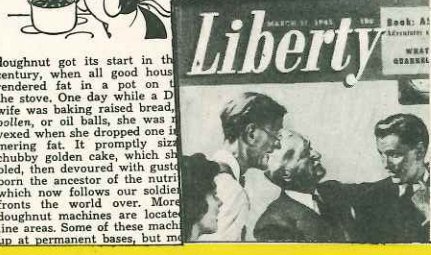
Doughnuts made their first commercial appearance, Pauline says, in 1875—on New York's Broadway near Maiden Lane. The vendor was Mrs. Anna Joralemon, who was not only a pioneer in doughnut mass production but also one of America's first lady business tycoons.

**The Hole Truth**  
At that time, the familiar ring shape is believed to have been already established. One legend has it that a ship's captain was the original architect of the cake, which was baked in a ring.

No matter if you incline to the old-fashioned spelling, i. e., "doughnut," or prefer the streamlined phonetic "donut," you probably enjoy wolfing the well-known energy builder, whether you are a soldier about to duck back into his foxhole, or a Red Cross blood donor who has just given another pint, or a virtue schoolboy erupting into the kitchen while the fat is still sizzling. In any case, a doff of the hat is indicated to one of America's first career girls, Mrs. Anna Joralemon, who opened the first doughnut shop in 1873 in New York City, on Broadway, near Maiden Lane. History has it that the



**DOUGHNUTS AND MORE DONUTS:** about \$100 ancestors they would want a board of such great-great-grandfathers to complete the picture with her. Her husband, a soldier, was a virtue schoolboy erupting into the kitchen while the fat is still sizzling. In any case, a doff of the hat is indicated to one of America's first career girls, Mrs. Anna Joralemon, who opened the first doughnut shop in 1873 in New York City, on Broadway, near Maiden Lane. History has it that the



**MAGAZINES.** Many people think that stories and pictures about donuts just "happen" to appear in mass-circulation national magazines. In most cases, Donut Institute arranged for it, furnishing the writer with donut data and pictures.



**MOVIES.** Boy meets girl . . . They dunk donuts in a little eating place. Many scenes like this have been "planted" in movies through the efforts of Donut Institute. The serving of donuts, for instance, was a highlight of the epic "Wilson", having an estimated audience of 60,000,000 people.

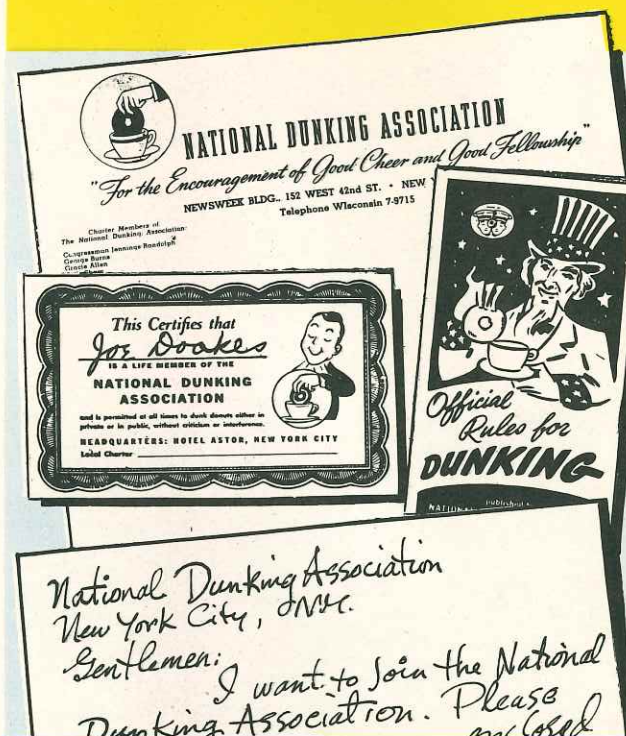
# NATIONAL DUNKING ASSOCIATION

(Sponsored by DCA)

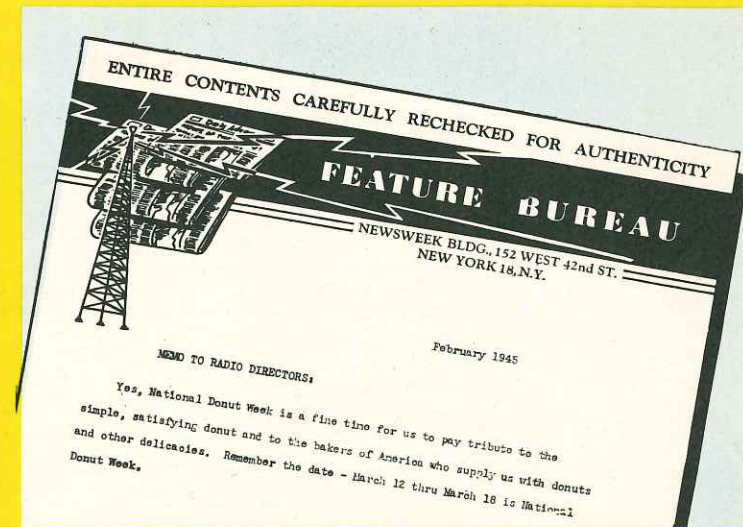
Beloved by radio comedians, movie stars, politicians, newsmen, etc., the delightful, gentle art of dunking is an excellent, sure-fire means of getting favorable publicity for donuts. Dunking is truly a democratic custom. Many Congressmen, mayors, society leaders, important businessmen, all dunk . . . are members of the National Dunking Association (also inspired by DCA).

During National Donut Week in March of each year, a convention of the National Dunking Association is held at some prominent location. Celebrities are in attendance, a President of the Association is elected, dunking business is discussed. Newspapers cheerfully give the convention generous space.

Dunking always makes news—gets a laugh on the radio—as a high spot in movie sequences—and on the stage.



**FOOD PROGRAMS** are eagerly listened to by Mrs. America for ideas for nutritious meals. Through the efforts of Donut Institute, donuts receive a good share of mention by radio food commentators.

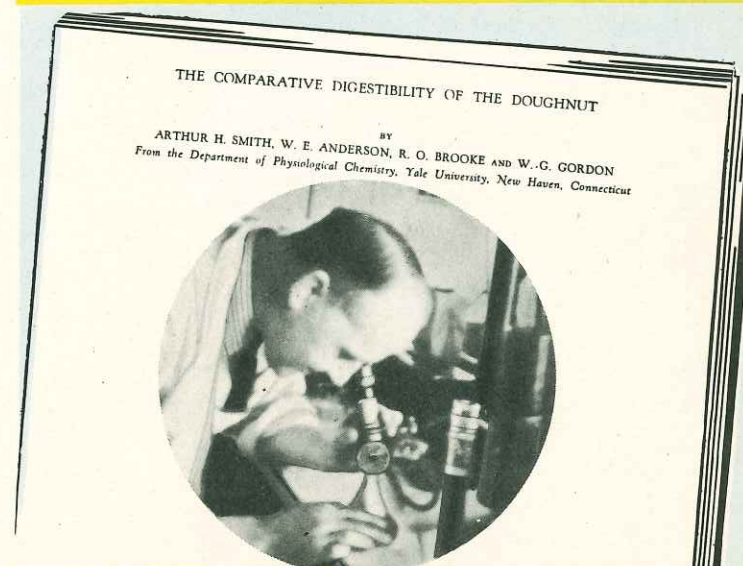


**DONUT RADIO SCRIPTS** are sent to—and used by—over 800 women's radio programs throughout the United States. Furnished through Donut Institute, the donut story receives an excellent coverage among American homemakers.

## FOOD COMMENTATORS FOOD EDITORS—

Newspaper, magazine and radio food editors are reached regularly through the Donut Institute via personal contact and through written releases. The public is educated to eat baker's donuts for breakfast, as desserts, as snacks . . . is told about their nutritional value and digestibility.

Millions of women get their meal planning ideas from food editors and radio food commentators. Because of its basic excellence as a food, and because of the steady, good public relations job Donut Institute has been doing for years, these editors and commentators devote a great deal of space and airwave time to donuts throughout the year.



**SCIENTIFIC STUDIES** on donut digestibility by Yale University and on the nutritional value of donuts by Wayne University, were used as the basis for countless stories on the health value of donuts in publications and over the radio.



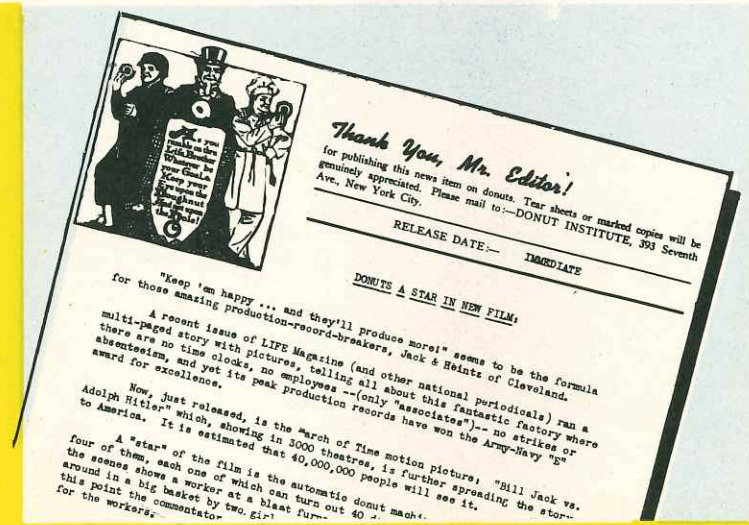
**MOVIE STARS** as well as radio and stage stars, get a big kick out of dunking. Dozens of dunking top-flighters, have been photographed and publicized. "Red" Skelton's famous donut dunking act has made him a fortune.



**DUNKERS** from every walk of life equally enjoy this pleasant pastime. Wealth and social position doesn't matter. Everybody dunks . . . immersing a delicious donut into a cup of coffee (or other beverage) makes all Americans "brothers under the skin".



**CHAMP!** Donut dunking contests have become a national fun institution. Fun for children or grown-ups—a donut dunking contest is a highlight of any gathering.



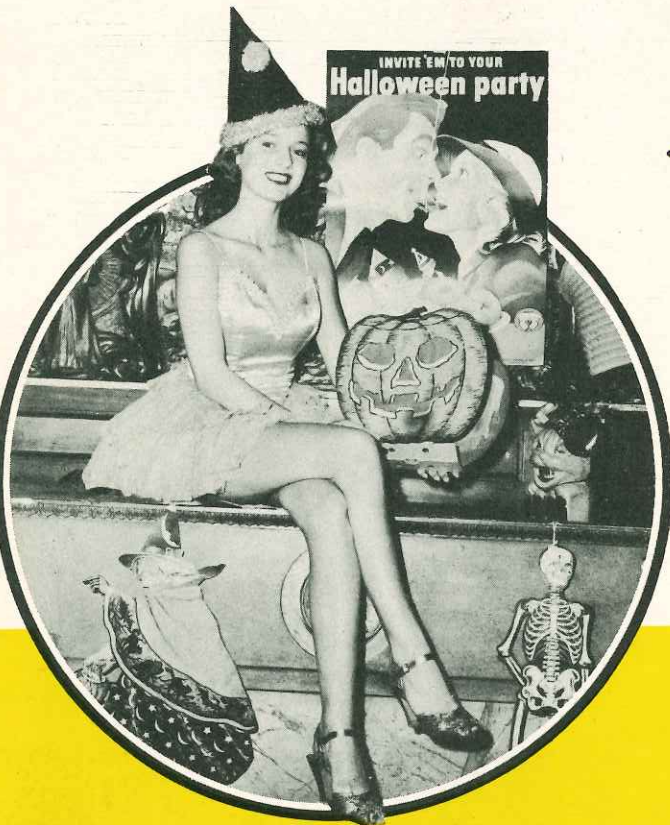
**NEWS RELEASES** in many cases accompanied by photographs, have guided editors in their presentation to the public of nutritional facts about donuts; suggestions for the use of donuts at various meals, variety of donuts that may be served, etc.



**RESULTS** of Donut Institute's publicity efforts have been very successful. Throughout the year, a constant stream of news items keeps coming through on donut recipes, donut's energy and health value, etc.

# NATIONAL HALLOWEEN COMMITTEE

SPONSORED BY DCA



**NATIONAL HALLOWEEN GIRL** is chosen every year. The National Halloween Committee runs this contest and secures lots of publicity space in pictures and stories.

**BEAUTIFUL HALLOWEEN POSTERS** in full color, are distributed to retailers throughout the country for window and indoor display. Large size posters of the same subject are furnished to bakers for their delivery trucks.

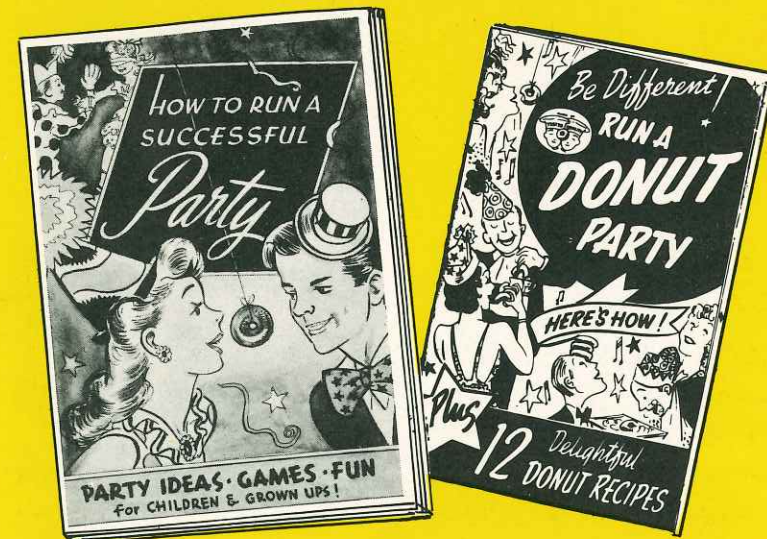


DCA originated and sponsored the National Halloween Committee. Purpose of this organization: Through high-powered publicity to encourage the running of Halloween Parties throughout America. The donut is a leading party food and the Committee does a job for bakers through publicity and distributing millions of party folders to the public via grocery and restaurant trade.

Halloween Parties are encouraged by civic organizations and groups to keep children out of mischief . . . and the public is urged to hold Halloween Parties for the great fun they afford. This activity was kept up during wartime with the added suggestion "Invite a Service Man and Woman to Your Halloween Party". Result: Millions of happy Halloween Parties are held yearly. Newspapers, radio and magazines give Halloween a big play.



**HALLOWEEN PARTY STORIES.** Pictures are taken in August and sent out to the syndicate and feature writers and all magazines—resulting in feature stories and pictures in most of the country's magazines and newspapers.

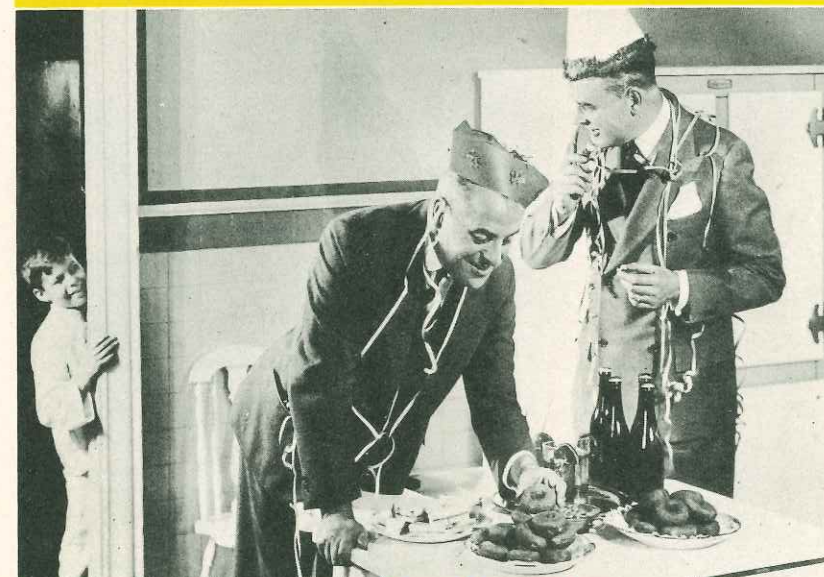


**PARTY BOOKLETS** and folders, prepared by DCA over many years, have been distributed in millions to the public through food shops, dealers and national advertising. Over 4,000,000 of the above booklet alone have been distributed — features donut parties for all ages.

## DONUT PARTIES

Donut Institute, National Halloween Committee, National Dunking Association, all encourage the running of group parties . . . at which donuts are served. These get-togethers range from a home group to a large community party. They cover teen-age parties, civic parties, community parties, school affairs, etc.

Literature is distributed on how to run parties, what refreshments to serve (donut recipes, etc.), what games to play (featuring donuts), etc. At public gatherings, publicity is obtained with local papers and radio stations.



**BIG PART OF THE PARTY.** Donuts fill an excellent spot on the party refreshment list. Donuts are economical—lend themselves to generous servings—are delicious, can be used in amusing party games. And everybody loves 'em!



**HALLOWEEN GAME**—Eileen Barton of New York City gives George Riley a hand in a doughnut-balancing stunt, one of the games at a Halloween party for a group of teen-agers.

## Youngsters Might Try 'Taming' Ghosts With Spicy Doughnuts

Owls may hoot at Halloween; witches may ride the sky; ghosts may flee and black cats arch their backs at the carryings-on; and mirrors crack themselves in glee at the whole procedure, but to the younger fry eager for the annual fun and fright party which is usually accompanied by fancy dress. Everyone likes to "dress up" and here's the occasion when the imagination can have free reign. When it's time to

NEW YORK WORLD-TELEGRAM, TUESDAY, OCTOBER 30, 1945

## Parties Is Nearing Its Zenith

Menu Success

### Doughnuts Treat For Fall Parties

Doughnuts are traditional autumn and winter refreshment fare. The tempting goodies combine perfectly with cider or hot chocolate for informal parties during the holiday season. These recipes give variations of the traditional doughnut formula.

### NANCY JOHNSON CROWNED QUEEN OF DOUGHNUT PARTY

Nancy Johnson, a member of the Larkspur Blue Bird group, was crowned queen of the dough-

### 20,000 Doughnuts

Where to Get Them Plagues Police Committee Planning a Halloween Party for City's Kids.

Where can three policemen get 20,000 doughnuts and 12 barrels of cider? That's the problem bothering Capt. Elmer Brackett, Sgt. Walter F. Webber and Patrolman Robert Schatner as they prepare to repeat the annual Halloween parties for kids in city parks.

Last year youngsters turned out in thousands for the party, sponsored by the police department, at the city hall.

### BIGGER AND BETTER HALLOWEEN PARTIES

An organization to promote bigger and better ghosts and goblins at bigger and better—and more—Halloween parties, is described in Business Week. "The National Halloween Committee," says the publication, "hopes to persuade every home in America to hold an annual Halloween party, replete with doughnuts, cider, apples, candy, nuts, pumpkins and lots of decorations." "Brainchild of the Doughnut Corporation of America, the committee is now in its fifth party year. When organized in 1941, the Brazil Nut Advertising Fund and the Apple Cider Assn. also contributed financial support along with Washington state and New England apple growers, Dennison Mfg. Co., and the Candy Council. War dampened the committee's spirits, but Doughnut Corp. carried on the promotion on a small scale. "The campaign for October, 1945, planned under the guidance of Bert Nevins, New York professional publicist, carries a double theme: welcome home Halloween parties."

# DONUT MONTH and NATIONAL DONUT WEEK

National Donut Week and Donut Month are two important yearly events engineered by DCA and backed by allied tradesmen, bakery associations and trade papers. Both get a tremendous amount of favorable mention in newspapers, magazines and over the radio. Planned tie-ups with other food items (Brazil Walnuts, Royal Crown Cola, The Coffee Institute; etc.) are arranged for additional publicity.

Donut Month, which occurs in October, was started in 1929... National Donut Week occurs in the Spring; was started in 1938.



**TIE-UPS** with soft drinks, coffee, walnuts, etc., harness tremendous additional publicity on radio, in magazines and newspapers from allied trades.



**TRADE NEWS.** On behalf of the baker, stories are placed with grocery, restaurant, and other food publications, which stimulate cooperation and awaken interest in the grocers and restaurants in donut promotion.



**ATTRACTIVE POSTERS.** Beautiful, colorful posters are created by DCA (for the Donut Month and Donut Week Committees) and made available to bakers for their outlets.

**PRESS AND RADIO PUBLICITY** reaches its highest point during these 2 events. Down the years, each "Week" and "Month" has resulted in an even greater avalanche of publicity than the previous year.



**NATIONALLY KNOWN** figures of stage, screen, radio and in the public eye, lend their support to youth fund-raising drives. It is a worthy cause, and one with which it is a source of pride to be associated.

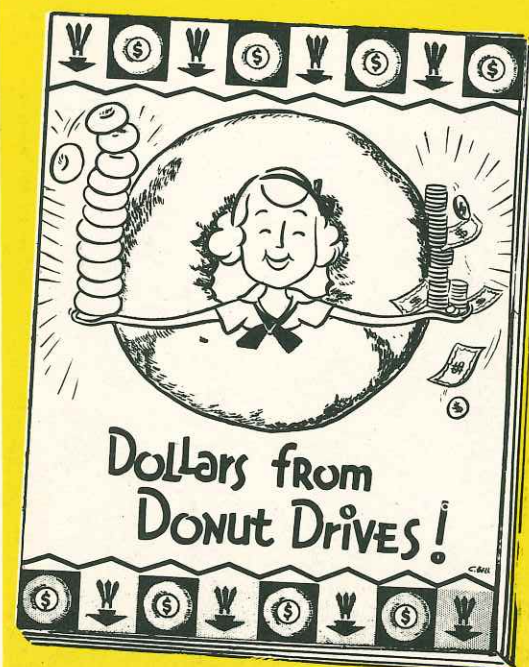
## Popularizing Donuts: YOUTH FUND DRIVES

DCA's publicity department puts a great deal of effort and planning behind drives on behalf of youth groups using donuts as a fund-raising medium. Publicity ideas are created, stories and pictures are placed with newspapers. Fund raising drives by organizations like the Camp Fire Girls, Girl Scouts, Girl Reserves and other

youth groups have been so successful, that they have become yearly events.

Donut Drives are put on in which children sell and deliver donuts to friends and neighbors to raise money for summer camps, equipment, etc.

**FUND RAISING** with donuts, used by churches, clubs, schools, large and small drives, encouraged by DCA, result in a constant flow of donut publicity.



**DONUT DRIVE**  
Pupils of Clifford Street school are cooperating with P. T. A. members in the doughnut drive being conducted for the welfare fund.



**CITY P. T. A. COUNCIL IN SESSION MONDAY**  
The city P. T. A. council met Monday in the Girls' league clubroom, numerous reports of activities by the individual units being the principal discussion topic. Among projects sponsored recently by the city units were a candy sale by the Jefferson which is also planning a sale of aprons and dish towels for the near future; a card party by the Logan which reported supplying hot lunches for 65 children as a result of this and other projects; a carnival by the Washington for their hot lunch project which cares for 85 students; and the sixth annual doughnut sale of the Edison school in which 1,000 dozen doughnuts were sold.



**A PUBLICITY "NATURAL".** A youth fund-raising drive is always big news—especially when a nationally known figure is prominently behind it. The newspapers give enthusiastic support to these drives.

# DONUTEERS OF AMERICA (Sponsored by DCA)



**\* I AM A DONUTEER**  
I'M THE DOUGHGIRL WITH THE DONUTS, COFFEE, CIGARETTES, ETC. WHEREVER OUR FIGHTING MEN GO I GO—TO HELP KEEP MORALE HIGH! I FEED 'EM AND CHEER 'EM AT CANTEENS, POST EXCHANGES, SERVICE CLUBS, ETC. HERE AND IN BATTLE AREAS IN EUROPE, AFRICA, ASIA AND THE PACIFIC. I'M A SYMBOL OF AMERICA.

**"HAVE A DONUT!"** is the happy password to good cheer. Donuteers are everywhere there are Yanks!

was set up by DCA to pay tribute and tell the world—via newspapers, magazines, radio, newsreels—about the gallant girls who served donuts and other refreshments to our fighting men at the front and at home during World War II. They served with the American Red Cross, Salvation Army, Service Canteens, etc., may be movie stars devoting time as hostesses at Stage Door Canteens . . . but they were all Donuteers.

The story of the morale job done by donuts to help our fighting men will go down in history—never to be forgotten. All through the war the pictures and stories of donuts given to our boys was heralded in the newspapers and magazines, on the radio, in the movies, to such a large extent that it became an expected daily occurrence.



**MOVIES,** newspapers, magazines have pictured the gallant Donuteers at work. The above is a typical scene showing Donuteers and their Clubmobile in a war zone. They have carried donuts

and coffee to flyers, airplane mechanics and other servicemen stationed at posts far away from bases.



**RADIO DRAMA** entitled "Donuteers-in-Action", a series of 13 exciting 5-minute plays was broadcast over hundreds of stations . . . to millions of listeners.

**DONUTEER CONTEST WINNER** (right) chosen yearly, is publicized coast-to-coast in newspapers, magazines, over the radio.



**WORLD WAR I.** France, 1917, was the scene and time of birth of the modern donut. Above shows Salvation Army's first Donut Hut, Montiers-Sur-Salux, France.



**AMERICAN LEGION CONVENTIONS** every year, was sure of one bright, cheerful spot . . . The Donut Hut around which the boys gathered to dunk donuts and talk over old times.

## Popularizing Donuts SERVICEMEN

Love for the donut was deeply embedded in the hearts of our fighting men. After World War I, when the modern donut was born, DCA helped perpetuate this warm tradition and fondness for the donut. The serving of donuts by the Salvation Army was a sentimental, welcome feature of every American Legion Convention.

World War II found the donut at the height of its great popularity. G.I. Joe went after his donuts even more eagerly than did Johnny Dough-boy in 1917-1918. DCA played an active part in making donuts available to 12,000,000 boys and will continue to help perpetuate this tradition for many generations to come.



**WORLD WAR II.** Riding alongside tanks, jeeps and half-tracks, the mobile fighting unit, the Clubmobile, brought hot donuts and refreshments even to front-line troops.



**Dels Launch Hallowe'en Party Sales Promotion**  
(Continued from Page 11)

other large centers across the country.

One dealer is sponsoring advertising in his local newspaper telling consumers: "Run a Victory party. Relax, have fun, celebrate the end of the war in real style—and provide a gay atmosphere for your hands and sons who will soon be back home for keeps. Also, invite those servicemen stationed near your community. Bring them from home."

will get a big kick out of it. It's a happy from-the-heart to be popular. And remember, provide you with foods, streamers, resources you'll love—enough to keep you busy to get we will be playing with a complete today!"

Following the time, deal make personal customers see Hallowe'en they will call early suggest some foods a dering will as desired will be the parties.

An equally being ready a number of featuring in a and shelves, tive exhibit as Eastern delicacies in past. A large step the window is "Hallowe' quarters."

floor of the such special nuts, candy, ples, cider, plane-wraps, salads, from of here, soft

SEPTEMBER, 1945

## Dels launch Hallowe'en sales drive

Dealers promoting variety of party foods, beverages for festive holiday event

WITH the war's end dissipating the solemn atmosphere of the past five years, families throughout the country are now getting set with plans for making next Hallowe'en, Oct. 31, one of the most festive holidays in recent years. And in many cases the regular Hallowe'en festivities will be combined with celebrations in honor of returning servicemen.

As such, this occasion offers delicatessen dealers an outstanding opportunity to promote considerably increased sales of their party food specialties—and once again to assert their long-recognized mastery at catering to America's home entertaining needs.

Already, in fact, a number of enterprising delicatessen men have gotten underway with programs for encouraging more and bigger Hallowe'en parties in their communities this year—and by the way, taking advantage of this opportunity to sell more of the many food items now off the rationing list.

Taking their cue from the buoyant Victory spirit now prevailing, these dealers are centering their sales efforts around the popular slogan: "It's a back-home, stay-home Hallowe'en party this year!" At the same time, of course, they are going after the younger element by promoting foods, candies and other delicacies that appeal to young as well as adult appetites.

## For Your Back Home HALLOWEEN PARTY



Returning servicemen theme is accentuated in this Hallowe'en party poster being displayed by delicatessens now promoting their foods for this holiday event.

families take advantage of the holiday to mark the return of the boys and girls in uniform.

For these events, alert dealers are promoting their frankfurters, beer, soft drinks, sandwiches, salads, doughnuts, hot d'oeuvres and the other food specialties for which the delicatessen store is known and patronized.

To make these promotions effective, the dealers have launched an all-out sales campaign, including advertising in local newspapers and organizational journals, door-to-door canvassing—and the eye-catching, appetite-stimulating window and counter displays they are so adept at making.

Utilizing outside sales assistance, the dealers are making good use of the varied literature, posters, stream-

olives, party favors, streamers and party hats.

Daily colored posters depict scenes at a Hallowe'en party. One of these, promoting doughnuts, is entitled, "For your back-home Hallowe'en party." It shows a serviceman and girl standing before a plate heaped high with crullers. In the background are shown adults and youngsters smiling as the boy and girl each try to eat the most doughnuts.

Developing this party atmosphere, the display includes another placed stating, "Let us help you stage your Hallowe'en party with a score of exciting games." Around this are small cards with instructions for conducting popular Hallowe'en party games. "Let's have fun," each card urges, showing instructions and illustrations of such games as "Fortune Telling," "Broomstick Race," "Dunking Contest," "Moonlight Madness," "Brewing Rumors," "Ghost Stories" and other hair-raising games.

17th Year - OCTOBER 1945  
17th Year - OCTOBER 1945

**NATIONAL DONUT MONTH COMMITTEE**

152 WEST 42nd STREET • NEW YORK 18, N. Y.

**PUBLICITY RELEASE FOR ALL FOOD PAPERS**

**DONUTS HOLD THE LINE**

Starting in 1929 and continuing for 16 years the National October Donut Month Committee has spearheaded the annual bakery trade Fall drive to increase baker and consumer interest in spreading the gospel of the Good Old American Donut. Steadily during every one of these years donut sales volume increased to almost phenomenal proportions, until in 1944 it was estimated that sales had reached a peak of \$150,000,000.

This year, for the first time, the committee has had to formulate plans to meet a new condition. Because of the severe out in sugar and shortening supplies, few bakers will be able to make all of the donuts that the customer will demand this Fall.

While every bakery goods item has enjoyed a very great increase in sales since the beginning of the war in 1941, donut sales have increased at a still faster rate pushing ahead over 70%. The war has had a tremendous influence on donut sales volume. The searchlight of publicity has centered around the place the donut has held with our fighting men in a morale building job right up to the front lines, in every theatre of operation. As a result, the donut has increased in popularity not only on the fighting front, but on the home front as well, in the industrial plant and in the home.

In spite of some curtailment in sales for this Fall, donut volume still will be huge and donuts need to hold the spotlight more than ever. Every alert baker is looking ahead anticipating the influence on his sales of the end of the war. It is difficult to compute what the post-war reaction will be on bakery goods in

**Back Home HALLOWEEN PARTY**

**Soda Fountain MANAGEMENT**

**Restaurant MANAGEMENT**

**THE VOLUNTARY AND COOPERATIVE GROUPS MAGAZINE**

**CHARTING Post-War Personnel Policy -- Page 12**

**SUPER MARKET MERCHANDISING**

**THE OCTOBER AMERICAN RESTAURANT MAGAZINE**

**Industry's Problems Intensified In War's Final Strain**

## POPULARIZING DONUTS THRU GROCERY & RESTAURANT TRADE PAPERS

Grocery, food, and restaurant publications have given consistent mention to donuts . . . more and more as time goes on. This has merely been reflecting the increasing popularity and importance of donuts as a

food. DCA has been very active in sending news releases to the complete list of trade papers, keeping them constantly informed of timely items of interest in connection with donut activities.

**WORLD'S FAIRS**—All that were held in America in recent years—have had DCA donut exhibits where donuts were sampled by millions from all over the world.



## Popularizing Donuts SAMPLING

For over 25 years DCA has aggressively sampled donuts to all America at every opportunity. No recent World's Fair was complete without its donut sampling. Today, this great donut-popularity-building method is being continued daily at Mayflower Shops in all key cities of the nation. World War II proved to be the

greatest sampling of any food product in history in the distribution of donuts among armed forces. No money evaluation, in millions of dollars, can properly evaluate DCA's effort in stimulating the publicity value of the donut with the social organizations who gave out donuts to our boys during the war.



**MAYFLOWER SHOPS** continue sampling donuts day and night. Located in the busiest sections of key cities coast-to-coast, Mayflower samples 25,000,000 people yearly.



MIX



PUBLICITY



MERCHANDISING



MACHINES



PAPER NO. \_\_\_\_\_

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DIVISION 20

# DCA Has Pioneered in Popularizing Donuts

Its quarter-century of high-powered, effective publicity efforts is only part of DCA's service to help the baker sell more donuts. It has harnessed this great force to the experienced know-how of tried, successful, merchandising and advertising.

And these powerful tools, backed by its

superior automatic donut machines and donut mix—which DCA pioneered and developed—all add up to one fact—that is important to every baker:

*You sell more donuts*

*Make bigger profits . . .*

*When you work with DCA!*

Lithographed in U. S. A.



05-114—10M—3/46

## DOUGHNUT CORPORATION OF AMERICA

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*Branches in Principal Cities Including Toronto and London*